

NETWORK BASED SYSTEM AND METHOD FOR MARKETING MANAGEMENT

ABSTRACT OF THE DISCLOSURE

A marketing management method and a system to manage interactions, develop base line for the current performance, analyzing various marketing strategies and selecting a desirable marketing strategy for implementation are disclosed. In one embodiment of the invention, the method helps clients prepare product and service brands to mitigate risks and maximize profits. The method utilizes a web-based system including a server system coupled to a centralized interactive database and at least one client system. The method further includes the steps of documenting benefits and leading indicator metrics to evaluate an impact of the new marketing strategy and then making iterative improvements after strategy implementation to the new marketing strategy to refine the marketing strategy further to reduce risks and increase profits.